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SHOUT
SHARE
IT

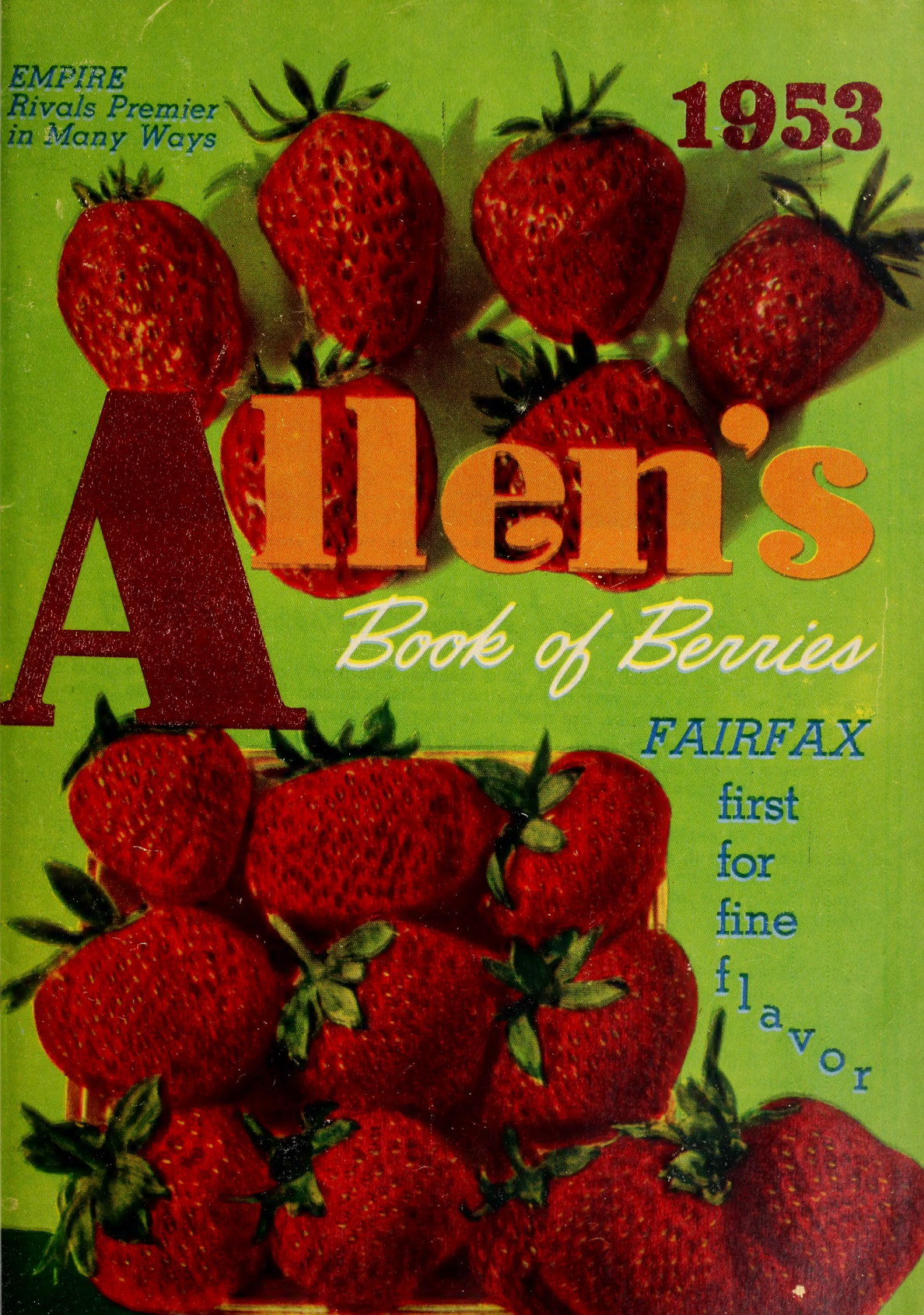
EMPIRE
Rivals Premier
in Many Ways

1953

Allen's

Book of Berries

FAIRFAX
first
for
fine
flavor



Field of Allen's plants for 1953 orders

The Plant Situation—1953

Late summer and fall brought good weather and plenty of rain to make a good crop of nice plants. Very hot, very dry weather in late June and July caused some losses and reduction in some varieties, but mostly the supply is okay.

Of the leaders we have good supplies of Premier, Fairfax, Catskill, Robinson, Empire, Tennessee Beauty and Blakemore. We are rather short on Midland, Redstar, Sparkle and Fairpeake. We have no Chesapeake or Ambrosia. Most other varieties are in about normal supply.

Ordering early is always a good plan. For one thing it assures you of getting the varieties you want, even those that are in short supply. Furthermore, as we rarely do more than we plan to do it is helpful to make your plans early to set and grow the kinds and quantities you want and to be assured of having the plants come to you when you are ready for them.

What's New? Those who ordered EMPIRE last year as we suggested have a delightful surprise coming at fruiting time. It was a dandy this year wherever grown. If you have not already tried Empire include them in your order this year. After you see the Empire we are confident you will want more.

ARMORE—In regions where Aroma has been grown successfully we believe Armore is the best bet in years for an improved and more productive shipping berry.

It is amazing how much better results growers have been getting with everbearers since the advent of the sawdust mulch hill system (See page 21). Superfection is still the best of all the everbearers.

Allen's plants, standard of the industry for 68 years,

are still your best bet for big crops of better berries.

Copyright 1952 by W. F. Allen Company, Salisbury, Maryland

Alco Gravure

PICKING THE WINNERS

A Bird's-eye View of the Best

Early

Premier

The safe early strawberry. Frost Proof. Has produced a crop every year for 36 straight years since its introduction. Very productive, profitable, and popular in all northern and middle states. Allen's Premier—an amazingly vigorous strain! **EMPIRE,** a new one from New York. May supplement or supplant Premier in some sections.

Fairfax

The top-quality berry. Quite productive. Berries large, firm, beautiful, becoming dark when full ripe. Ideal berry for home garden. Very profitable for roadside market, fancy trade. High quality brings repeat sales. Widely adapted North to Middle South. Where quality tells, Fairfax sells! **MIDLAND,** shy plant making prevents it from being one of the best of all varieties. A freezing berry deluxe!

Blakemore

A great shipping berry for the southern and lower middle states. Most widely grown of all varieties. Light, tart, firm, attractive.

Midseason

Catskill

The leading midseason berry. Heaviest producer of any leading variety—more big berries. Good quality, firm, attractive. Excellent for freezing. Catskill weakness—less vigorous than formerly unless selected stocks are used. Adapted from Canada South to Missouri and North Carolina. Best midseason berry—it's safe. **BIG JOE,** a fine old variety. Still vigorous after many years of bearing. Berries big, good.

Temple

First introduced as red stele resistant variety. Very vigorous and productive. Now leading variety in Eastern Maryland, replacing Blakemore. Excellent quality for home or market. **ROBINSON,** easy to grow, plants very productive, berries large, light, attractive. Northern and upper middle states only.

Late

Tennessee Beauty

A very fine late berry. Commercially it is our favorite of all recent introductions. Good for home garden; super-duper for freezing; highly profitable for shipping.

Sparkle

Red stele resistant. A quantity producer for northern states. Very vigorous, very productive. Berries medium size, excellent quality, rich red clear through; becoming popular for freezing. **FAIRPEAKE,** supreme in quality—only Fairfax equals it. Shy plant maker, moderately productive. A berry for the fancier.

Very Late

Redstar

The latest very good and the best very late variety. Set Redstar to extend the season of good quality, high-priced berries. Sure cropper as late blossoms escape frosts which kill many earlier kinds. Some fasciation detracts. Rather shy plant maker.

Everbearing

Superfection

Our first choice of all the everbearers because it is easiest to grow and most productive.

BERRY

Why have heaps of beautiful luscious berries in your own garden?

1. Strawberries are *delicious,* a treat for all the family.
2. They are *beautiful,* wonderful flavor and packed full of Vitamin C.
3. A budget aid—Why spend money for lesser desserts with plenty of ruby red strawberries shining on the vines?
4. Frozen berries—Enjoy these "fresh" all year round, picked from your own garden.
5. Plenty to "put up" in berry time, to "take down" at other times canned, preserved or juiced.
6. Strawberry shortcake—"nuff sed."
7. Superb for sharing—What more delightful gift than a quart or two of these sparkling beauties. They'll make and hold friends.
8. It's easy—Beginners often out-do old hands.
9. It's quickest—No other fruit crop bears so quickly—with standard kinds 12 to 13 months, with everbearers 8 to 10 weeks.
10. It pays. Surplus berries from your strawberry garden are easily sold at profitable prices. What have *you* paid for *good berries* in recent years?

Nothing else pays so well.

St. Louis Co., Mo., May 12, 1952. "We have two acres here on the Highway now which I eventually will put in berries for we have a good market for them and nothing else pays so well."

Prescott Rogers.

GARDENS

Every home should have a berry garden, whether you live on a small city lot or a big commercial farm. Nothing will give the whole family more pleasure than a few rows of strawberries.

Reasons we give on page 6, experiences we relate on this page below:

Plenty for Jam

Denver Co., Colo., March 10, 1952. "I have only a small patch, but your berries have given our family and some of our neighbors all the jam and fresh berries we could use. I have raised your berries for five years and they have been more satisfactory than local plants." **G. Luverne Kirby.**

Only a City Lot

Baltimore Co., Md., March 29, 1952. "I want to thank you for all your help. The plants I got from you were wonderful. I counted 32 quarts from the 50 plants and loads I did not even count. Sorry I have only a city lot to plant on. Thank you again." **Mrs. Marie Koller.**

No Trouble Selling

Erie Co., Pa., Dec. 24, 1951. "I am thinking of getting some more everbearing strawberry plants this year. I am the only one around here who has them. I have no trouble selling them. I got 132 quarts off those plants; I picked the last October 12th and I got 45c to 50c a quart, mostly 50c." **F. H. Travis.**

150 Quarts from 100 Plants!!!

Bedford Co., Pa., Feb. 4, 1952. "I have been reading the testimonials in your catalogs for a few years back with a question in mind relative to the veracity of the large production per plant. The spring of 1950 I set 100 of your Catskill plants. Last spring, 1951, we harvested 150 24 oz. quarts. I sold 117 of them @ 35c qt. and did not have enough to satisfy my trade. So I am no longer a "Doubting Thomas." Your customer for good strawberry plants."

Jacob E. Foreman.

Took Everybody's Eye

Orange Co., Virginia, Jan. 28, 1952. "Your plants are really nice. I had a bumper crop last year and they certainly took everybody's eye. I sold 30 gallons." **Mrs. Lillian B. Kraft.**

Berries to Share with Friends

Mercer Co., W. Va., Jan. 17, 1952. "My interest for raising strawberries was renewed when I picked up one of your books on strawberries on a winter night. In the spring of 1949 I ordered 100 each of four different varieties. I lost several plants that summer by letting them produce fruit, but last season we had plenty of berries and the finest ever seen. I sold more than 100 quarts besides all we could use and gave my friends quite a lot." **C. A. Shupe.**

Berry in a Coffee Cup

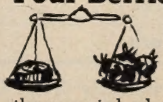
Gloucester Co., Va., April 16, 1952. "Last year on two rows of Fairfax I picked 373 quarts of berries—some so large they would not go in a coffee cup and one berry weighed 2¼ oz. I am sending you this order for my friend."

S. J. Oliver.

Hobby that Pays

Medina Co., Ohio, July 5, 1952. "Well here in northern Ohio the strawberry season is over after a very profitable and enjoyable season. Strawberries are just a hobby and we set only 650 plants, 400 Robinson, 200 Fairland and 50 of my own Temple. The season was very dry and we hauled barrels of water to our patch. As a result we picked 637 quarts and sold $238.00 worth of berries besides our own use and some we gave away." **Herbert W. Stone.**

Four Berries — One Pound



Shawnee Co., Kansas, Jan. 19, 1952. "I think that Fairfax and Chesapeake are two wonderful berries. I had Fairfax that four of them weighed a pound and they filled a quart box two years ago. I think your plants are just fine."

Walter Nauman.

Berries like these always pay

A Program to Produce and Protect Profits

1. Use your very best land. When properly grown and marketed no other crop will pay so well.
2. Set good plants of fancy high-yielding varieties, suited to your market purposes. This Berry Book contains reliable information about varieties—their good points, bad points, adaptation, etc.
3. Grow some berries every year. It is hard to out-guess the market and pick just the best years.
4. Give your berries good care. Early setting, proper hoeing and cultivating, fertilizing as needed, careful picking, handling and marketing of the fruit.
5. Don't grow too many. One or two acres well cared for may give more profit than ten acres neglected.
6. Plan for your most logical market outlet—roadside market, local shipments, processing or long distance shipping.

1952 Selling Prices, New York Wholesale Produce Market

DATE	STATES SHIPPING	HIGHEST PRICE	LOWEST PRICE	AVERAGE
May 5	North Carolina	.60	.25	.40 to .50
May 12	La., N. C., Va.	.50	.20	.35 to .40
May 16	N. C. & Va.	.45	.20	.30 to .35
May 23	N. J., Md. & Va.	.45	.20	.30 to .40
May 27	N. C., N. J., Md. & Va.	.60	.20	.35 to .40
June 2	N. J., Md. & Va.	.75	.20	.40 to .45
June 9	N. Y. & N. J.	.60	.15	.35 to .40
June 12	N. Y. & N. J.	.60	.15	.35 to .40
June 17	N. Y., N. J. & Mich.	.50	.05	.30 to .35
June 24	N. Y. & Canada	.75	.15	.40 to .50
June 30	New York	.60	.10	.35 to .40
July 3	New York	.65	.15	.35 to .40
July 8	New York	.65	.18	.40 to .45

All the above figures taken directly from U. S. D. A. market reports except last column which was estimated from the mass of figures on the reports. A study of the figures reveals a wide range in price every day. You know already that high quality raises the price, low quality is penalized. The most successful growers do grow attractive high quality berries and keep them that way by careful picking and handling. ***Quality Pays!***

For Pleasure and Profit in growing Strawberries use

ALLEN'S TRUE-TO-NAME Strawberry Plants

Standard of the Industry for 68 Years!

Many years of experience in growing, handling and shipping good plants enable us to supply plants which we honestly believe are the best you can buy. As the only fairly large nursery in the country growing and selling no other nursery product we ***should*** do this one thing a little better than those who grow and sell a large number of products. We are certain you will find on the average no plants superior to Allen's plants, few if any equal to them.

The ***plants*** produce the ***berries.*** For more berries and better berries we select good plants, set them early, hoe cultivate and fertilize carefully. All this to help the plant do a better job of producing. How important it is, therefore, to get the best plants obtainable. We believe you will find Allen's plants unsurpassed in their ability to give you the kind of berry crop you want. Merely growing good plants is not enough. Of course your plant man must grow good plants with big, healthy crowns and strong root system but this alone is not enough. Plants must be kept true to variety name so that when you come to pick your berries you will have the kind you ordered. Each bunch of plants should be carefully labelled so that it is easy for you to keep the various kinds separated when planted. Plants should be properly cleaned with dead leaves and runners removed, roots straightened and bunched evenly so that they are easy to set, "peeling off" like clock work for either hand or machine setting. To give you the most for your money these good plants must be carefully handled and packed to reach you with their vitality unimpaired, ready for quick starting, rapid growth and full production. It is largely in their ability to do these things well or poorly that makes the plants from one grower give you better results than those from another. This is why we believe **ALLEN'S *plants*** are the ones for you.

Hartford Co., Conn., March 1, 1952. "The plants I received from you last season were the best I ever got so am looking forward to some of the same for this season. I am enclosing order for 1700 Catskill, 1500 Premier and 1500 Temple."

A. J. Lagan.

Macon Co., Illinois, May 7, 1952. "We are very pleased with our plants. They were planted April 30th, which is much later than usual, and every one has lived and has leafed out very nicely."

Harrison R. Williams.

Jefferson Co., Ky., Feb. 25, 1952. "I bought 600 plants from you last year. They arrived in fine condition and were beautiful. I could not have asked better."

James R. Adams.

Davidson Co., Tenn., Feb. 28, 1952. "We are looking forward to using your plants as we believe yours are as good as can be bought. We also appreciate your catalog as it gives the bad along with the good qualities. Thanks very much."

C. L. Summings.

PREMIER

The Frost Proof Berry

Babe Ruth was the greatest home run hitter of all time. Premier was and is the greatest strawberry of all time in its ability to withstand late spring frosts. Just as Babe Ruth is the ball player with whom all other home run hitters is compared so Premier is the strawberry variety with which all other early strawberries for the northern states is compared. Not only is Premier a sure cropper but it holds most of the records for big yields and big profits in its territory.

Premier is adapted to all the northern states, as far west as Iowa and as far south as Virginia and Tennessee and on higher elevations even farther south. Most of today's leading varieties have Premier either as a parent or grandparent. These include Fairfax, Dorsett, Blakemore, Klonmore, Tennessee Beauty, Tennessee Shipper, Temple, Fairpeake, Redstar and many others. In its territory Premier is now and has been for years the most widely grown of all strawberries.

No variety has healthier foliage than Premier, even though some may be more vigorous growers. The plants are tremendously productive. It is doubtful if any variety will out-yield Premier from an equally good fruiting bed.

Premier berries are:

1. *One of the first to start ripening.*
2. *Medium to large in size.*
3. *Good in quality.*
4. *Moderately firm.*
5. *Attractive in appearance.*
6. *Satisfactory as a freezing berry—easily capped.*

Years of experience have shown that although Premier berries grown in Maryland, Virginia, etc., are good berries, the quality, size, firmness and attractiveness increases as they are grown farther north and in higher altitude. Other varieties are beginning to take over for Premier in limited localities and for certain purposes, but in the northern states Premier is still "Mr. Big" among strawberry varieties. A planting of a vigorous strain of Premier is about the surest thing for a profit you can find in the strawberry industry. The price list on page 31 offers you Premier plants of high vigor and productiveness.

HOWARD 17 Same as Premier. This variety was first introduced as Howard 17. It is still known and grown as Howard 17 in New England and a few other areas. Call it Premier or call it Howard 17, it is still the safest berry to plant.

EMPIRE

"Empire berries are grand. They are so pretty, so good to eat and make beautiful preserves." A small plot of Empire in back of our office in May and June, 1952, had close attention from our office force, and the quotation above is from one of them. Empire originated at the Geneva Experiment Station, the result of a cross between Dresden and Sparkle. Dr. George L. Slate, the originator, announced its release for introduction to the strawberry trade in September, 1950. We have seen Empire fruiting for several years and have formed a very high opinion of the variety. On its record to date Empire is better than Premier in five important ways:

1. ***Empire is a more vigorous grower than Premier***
2. ***The berries are much better in quality than Premier.***
3. ***The average size of Empire is larger than Premier.***
4. ***Empire berries are much more attractive and should command a higher price than Premier grown under similar conditions.***
5. ***The berries are fully as firm as Premier with a tougher skin which makes them hold and ship better.***

It would be hard to believe in looking at the heavily loaded beds of Empire both in Maryland and New York states, but Empire is not considered as productive as Premier. In very dry seasons, when Premier tends to run down in size due to the tremendous crop, Empire very likely would yield just as many quarts of marketable berries as Premier and better berries for any discerning market. Another thing, even though Empire has had a crop every year since its introduction it probably is not equal to Premier in frost resistance. Empire ripens a few days later than Premier. Empire is one of the best berries to try wherever Premier is proving unsatisfactory. Even where Premier does well Empire will fill the need for a larger, fancier berry, more attractive in appearance and better in quality.

In the U. S. D. A. trials at Beltsville, Maryland, in 1952, Empire was one of the best. Here are notes taken by a member of our firm one day during the height of the fruiting season: Empire—vigorous, beautiful, high quality, very productive. Color bright red clear through—good for processing; holds fairly bright color even when fully ripe. Long stems—easy to cap; neck enough to avoid digging into the flesh when capping. Shape, long conic with rounded rather than pointed tips. Ripens evenly. Quality definitely better than Premier. Productiveness looks equal to Premier. Ripening season more second early than very early.

We have a good stock of beautiful Empire plants. Price list page 31.

A superb new berry

SENATOR DUNLAP

A fine old variety that has been grown in the middle and northern states for many years. It is an extremely vigorous grower, making lots of plants which are very productive. Berries are medium in size, a bright rich red clear through and of good quality. One of the best for canning. The hardiness of the Dunlap plants makes the variety a favorite where the cold winters injure the weaker kinds. Canada, Maine, Iowa and Minnesota are among the places where Dunlap is appreciated. We have lots of good Dunlap plants. Price list page 31.

FAIRFAX = QUALITY

Fine flavor is just one of the many sterling qualities which has made Fairfax one of the most popular home garden and roadside market berries. There is always a demand for more wherever Fairfax becomes known to the consumer by variety. Fairfax quality is equalled only by Fairpeake in our opinion; its quality is approached by Dorsett, Temple, Empire, Massey, Chesapeake and a very few others. A common experience is that related by Thomas K. Satuffer of Berks County, Pa., in a letter written April 21, 1952: "I sold quite a few Fairfax berries last year and never had any trouble to sell the second time to the same customers. They said they were the best tasting berries they ever bought."

The plant growth of Fairfax is normally very vigorous in good strains of good Fairfax plants. The plants are almost but not quite as productive as Premier. Compared with Premier the plant growth is more vigorous with less plants produced than Premier but larger stronger ones. Like Premier, Fairfax foliage is very healthy. In fact the leaves of Fairfax, large dark green and shiny, make it the favored variety wherever beauty of plant is wanted, as in border plantings or decorative plots. A very large pretty blossom adds to the beauty at blooming time.

Fairfax is adapted to about the same region as Premier, extending perhaps not quite so far north and slightly farther south.

Fairfax berries in addition to being the best things you ever tasted average large in size, very firm and very pretty. Berries ripen medium early, a day or two after Premier. Comparative ripening date seems to be later when grown as far north as New York State. When they first ripen Fairfax berries are a bright red, becoming dark red on holding. For two or three days before they finally decay Fairfax berries will become a dark purple color. The one important objection to Fairfax arises from the fact that if the berries are not picked closely during the fruiting season some of the berries will be bright red, some dark red and some purple. This gives the fruit a mottled appearance which is not attractive.

Our Fairfax plants this year have made a very fine growth and in spite of the unfavorable season we have the best stock of Fairfax that we have had for several years. Our Fairfax strain comes from an isolated source and judging by their vigor and growth have little if any of the virus which seems to be weakening many varieties and strains of strawberries. Fairfax finds favor not only as a home garden and local market berry but as a profitable commercial kind. Price list page 31.

DORSETT

Like most people Dorsett has many good points and a few bad ones. Dorsett ripens about with Premier. At its best it is equal to Premier in plant growth and production. It is superior to Premier in attractiveness and firmness. The quality of Dorsett is much better than Premier, in fact surpassed only by Fairfax and Fairpeake. The bad points of Dorsett are that it is susceptible to frost injury and it is hard to make all the blossoms set fruit. To help overcome these things avoid frosty sites, don't over-fertilize the row making it too dense and don't let the plants become too thick in the row. For serveral years most stocks of Dorsett were greatly weakened, particularly in plant growth, by a virus disease which experts tell us is present in all parts of the country. Our present stock of Dorsett is either free from virus or highly resistant to it. We have for the past two or three years grown beautiful plants of this variety.

Where Dorsett is at its best it is one of the most productive and profitable of all varieties. Our own 1952 crop of fruit was superb. Those who can grow it at its best will find it hard to beat. Price list page 31.

DORSETT berries are beauties

SUWANNEE

(Missionary x Premier)

This new berry was originated by the U. S. D. A. It is very early, a free grower and has very fine quality. It is considered the best home garden berry the southern states have ever had and there have been good reports from Suwannee from as far north as New York State. The berries are rather long and pointed, fairly light and very attractive. The cap or hull generally stands up from the berry leaving a smooth neck. Although Suwannee is solid enough to be a shipping berry, high quality has made it known primarily as a garden variety. Worth trying in the middle states and a "must" for southern berry gardens. Price list page 31.

KLONDYKE

A solid southern shipping berry which until Blakemore appeared was grown on more acres than any other variety. Still widely grown, but has been replaced in many sections by Blakemore and Klonmore. Berries are firm, light, ripen evenly, good for processing. We have no special selling talk on Klondyke but for those who know it and like it we have some strong, vigorous, robust plants. Price list page 31.

KLONMORE

Strictly a berry for a part of the south—the lower part of the Gulf States, Florida and the eastern coast of Georgia. A cross of Klondyke and Blakemore, light in color, uniform in shape, attractive in appearance, and firm enough to ship anywhere. In the regions indicated Klonmore is much better in quality and is said to be more productive than Blakemore, Klondyke or Missionary. Perhaps a southern shipping berry of high quality will result in greater consumption and better prices for southern berry growers. It is well worth trying in the region indicated. Price list page 31.

FAMILY GARDEN COLLECTIONS
Pages 28 and 29
save you money and the task of deciding between varieties.
You get the best without bother!

MIDLAND

What a berry Midland would be if only it made plants a little more freely! In all the other things which go to make up a great strawberry variety Midland stands at or near the top. Where a good bed of plants has been produced Midland equals Premier, Catskill and Sparkle in productiveness. In quality it is much better than Premier being surpassed only by Fairfax and Fairpeake. In size Midland berries will probably average as large as any variety grown today except possibly Catskill and Robinson. In firmness Midland surpasses Premier, Catskill and Sparkle and is almost equal to Blakemore and Tennessee Beauty. In appearance Midland is beautiful, bright red when it first ripens but becomes fairly dark on holding. As a freezing berry Midland is at the very top. Most tests show none better, few equal to Midland for this purpose.

For those who want to grow plants by the hill system or who have trouble in holding down the number of runners, Midland is a good bet.

Even though 1952 on the whole was a poor growing season we have a better than usual supply of Midland plants. The ripening season of Midland is medium-early, about with Fairfax. For two or three years we have not had enough Midland plants to last throughout the season. Order Midland plants early. Price list page 31.

TENNESSEAN

A fine new variety orginated by Dr. Brooks Drain at the West Tennessee Experiment Station. Tennessean is an early berry, resembling Blakemore somewhat but a little longer and more pointed. The plant growth is very vigorous, probably equalling Blakemore. Tests in Tennessee indicate that Tennessean outyields Blakemore, is very good for freezing and is an equally good shipping berry.

We fruited Tennessean for the first time in 1952. We found it moderately productive, probably not quite equal to Blakemore but with very nice looking marketable berries. They were firm enough to be excellent shippers. We have an excellent stock of plants. Price list page 31.

TENNESSEE SHIPPER

This is a Missionary x Blakemore cross, introduced in 1941 by the Tennessee Experiment Station. Tennessee Shipper is a very vigorous grower, making larger, stronger individual plants than Blakemore but generally not quite as many of them. The plants are very productive; the berries ripen early, about with Blakemore, and are the firmest of any variety we know. They can be neglected for several days at a time if necessary and still be picked and shipped to market without loss. Tennessee Shipper berries are excellent for freezing. We have fruited Tennessee Shipper several times and often have found it very small but in 1952 we had a beautiful crop that equalled Blakemore and almost equalled Tennessee Beauty in size and productiveness.

In its territory Tennessee Shipper may be a good berry to grow where labor is a limiting factor. Tennessee Shipper may be ready to pick today but will wait on you until day after tomorrow or even until next Tuesday and still be in good shape. Price list page 31.

BLAKEMORE

Early, Solid, Productive

A Great Shipping Berry

Blakemore is the world's most popular strawberry. It may not lead in number of individual plantings but in total acreage no other variety can anywhere near equal Blakemore. Blakemore yellows has been an important factor in years gone by in reducing the vigor and decreasing the high yields of this fine berry. New strains have been developed and introduced which are relatively free from virus and almost entirely free from yellows. All of our plants come from this improved strain.

Blakemore is the best early shipping berry the southern states have ever had. Occasionally a new variety rivals Blakemore in some particular location in the south and lower middle states but Blakemore is still the big boss of all the southern shipping kinds.

Blakemore territory reaches into all the southern states and as far north as southern Pennsylvania and New Jersey, the coastal areas of New England and the southern half of Ohio, Indiana and Illinois. With few exceptions it is not recommended farther north.

Performance alone brought **Blakemore** its great popularity and lightning like spread over the south and lower middle states. In some areas it revived a lagging berry industry. Here are some of the details which have made possible the great record of this berry:

Blakemore is a strong, vigorous grower which makes a good fruiting bed under almost any conditions.

Berries are very firm—ideal for long distance shipping.

Berries ripen uniformly all over and have a bright attractive color which they retain even after they get quite ripe.

Blakemore berries are most popular with commercial canners and packers. At times they will take no other variety. The fact that the berries are quite tart as well as firm may partly explain this. As fresh fruit they must have sugar added to be good.

Blakemore berries are medium to large in size when beds are not too thick. Some thinning of plants helps eliminate the small berries which very thick beds and dry weather tend to produce.

Blakemore will stand more abuse and neglect in growing, picking and shipping than any other variety known and still make money for the grower. To make still more money for the grower use ALLEN'S yellows-resistant stock.

Season of ripening very early. Price list page 31.

CATSKILL

King of the Midseason Kinds

KINGLY TRAITS:

The Surest Cropper of any variety we know excepting Premier only.

Tremendous Bearer. No variety produces more quarts than Catskill, very few equal it.

A Vigorous Grower when selected stocks are used. In a 30 acre field of ours this year of 14 leading varieties Catskill throughout the season was the most vigorous grower and now has the best plant beds of any variety in the field.

Largest Berries. Catskill produces more quarts of large berries than any variety we know. Midland, just as large but not so many; Premier just as many but not so large.

Firm Berries. Firmer than Premier, not as firm as Blakemore. With rainy weather at picking time Catskill holds up better than other varieties which are actually firmer.

Excellent Freezing Berry—Easy to cap.

Vitamin C Content, Catskill berries among the very highest.

High Quality Berry. Catskill parentage, Marshall x Premier. Marshall, the high quality freezing berry of the northwest, gives Catskill much of its delicious flavor.

Attractive Appearance. Although many of the largest berries are ridged the bright color of Catskill which holds well makes them very attractive in the package. Catskill sells well.

CATSKILL COMEBACK

In its territory, which includes all the northern states and as far south as Virginia and Kentucky, Catskill has long been the most widely planted midseason berry, exceeded only in total acreage by Premier which is early. For the past few years a virus disease which experts tell us is present in all areas and in nearly all varieties has affected Catskill's growth and yield quite severely. By careful selection from many strains of Catskill we have one strain which shows unusual vigor. Although it may not be entirely free from the virus it retains sufficient of the original vigor and productiveness of Catskill to leave it without question the king of the mideason kinds.

A small planting of indexed virus free plants at the U. S. D. A. Station at Beltsville, Md. was outstanding, probably the best variety of all the new and standard kinds in the test from the standpoint of size, yield and quality. It was so good that Dr. Don Scott of the U. S. D. A., who had immediate charge of the plots, remarked "We had forgotten how good Catskill can be. It was outstanding this year."

We are confident that within another year we will have completely virus free stocks of Catskill. We are equally confident that the stock we are now offering is the best Catskill stock available anywhere until completely virus free stock can be had. You will make no mistake in using ALLEN'S Catskill as one of your main varieties if you are in the Catskill territory. Price list page 31.

TENNESSEE BEAUTY

One of the most beautiful and most productive of all strawberries; by far the best of all the Tennessee varieties and fast becoming one of the leaders of all varieties.

Tennessee Beauty is easy to grow, very firm, excellent for freezing and very good in quality.

Tennessee Beauty territory extends from about central Ohio and Pennsylvania south to Alabama and Georgia. In this territory it is a real money maker. Like any midseason to late highly productive berry Tennessee Beauty needs plenty of moisture and will respond wonderfully to high fertilization. Given a fairly good strawberry soil and plenty of moisture, Tennessee Beauty is really a wonder. In 1951 every member of the "300 Crate per acre Club" in the state of Tennessee made his record with Tennessee Beauty.

The bright red color darkens very little on holding. This, together with its firmness, makes Tennessee Beauty an excellent shipping and market berry. If ripe berries cannot be picked today they are generally in good shape for shipping day after tomorrow or even later. In the territory described we think no combination of varieties could beat Blakemore early and Tennessee Beauty medium to late as commercial shipping berries, which are also most highly sought after for freezing and other processing. This combination is safe because, as stated above, if shortage of help or bad weather cause delay in picking you can usually save the crop because the berries are firm enough to wait.

Tennessee Beauty makes plenty of plants, probably slightly less in total number and slightly larger in average size as compared with Blakemore. We are as much "hipped up" about Tennessee Beauty as about any variety that has been introduced for many a year. We have a nice lot of superb Tennessee Beauty plants. No matter how good your other midseason varieties are you should try some of these. Price list page 31.

Jefferson Co., Ala., May 3, 1952. "I am sending a report on 17 varieties. My Tennessee Beauty has done the best of all so far. They are putting out many runners, the plants are healthy and vigorous, and the growth is fine. While they were planted early this spring they are bearing quite a good crop and my family is enjoying berries daily now. I know you recommend not to try to gather a crop the first year, but the plants seem to be trying so hard to bear that I thought I would take a few."

Dr. Adrian S. Taylor

Catskill Comments . . .

Lawrence Co., Pa., March 27, 1952. "I received from you in 1950, 1,000 Catskill strawberry plants. I picked over 900 quarts in 1951.

Fred Markle

Summit Co., Ohio, Feb. 20, 1952. "Catskill are wonderful in flavor and really produce for me."

R. B. Dewhirst

Cecil Co., Md., June 23, 1952. "We like the Catskill berries very much for home use and freezing."

Sue E. M. Keen

Twin Falls Co., Idaho, April 16, 1952. "The 2500 Catskill strawberry plants came through in very fine shape today. They are the best plants I have ever ordered from anywhere. Thanks a lot."

Paul Friend

TEMPLE SPARKLE • FAIRLAND

These three varieties have proved life-savers to the strawberry industry in areas where the soil has become badly infested with red stele. Although they are not entirely immune they will usually thrive and produce profitably in red stele infested soils where non-resistant varieties would either die or be weakened into worthlessness.

Temple, Sparkle and Fairland are distinctly different varieties but they have many points in common other than red stele resistance.

Seasoning of Ripening: All three ripen midseason to late, with Temple and Fairland starting a few days ahead of Sparkle and all ripening over a long season.

Plant Growth: All three make a vigorous plant growth with plenty of runners for an adequate fruiting bed.

Productiveness: Temple, Sparkle and Fairland are all very heavy yielders, ranking with the very best in this respect if grown under favorable conditions.

Adaptation: All three varieties are best adapted to the middle and northern states, with Temple's best area as far south as Maryland and Virginia. Fairland and Sparkle should not be grown generally south of Pennsylvania, central New Jersey and southern Ohio. Temple has made outstanding yields in Maryland, New Jersey, New England and in some of the mid-western states. Sparkle has been a heavy producer in New York, New England, Pennsylvania and New Jersey where it was originated. Excellent reports of good yields on Fairland come from Ohio, Indiana, Michigan and in two four-year tests in Massachusetts it outyielded both Premier and Catskill. All three varieties will give you a heavy crop but like all midseason to late kinds they need a moist soil to size and mature the large crops of fruit.

Good for home and market

CULVER

Introduced several years ago by the New York Experiment Station at Geneva. It has always been a puzzle to us why Culver did not make more of a "hit" with berry growers generally. Very few varieties that we know make larger, stronger, more beautiful foliage, and very few make larger, brighter, more handsome berries. Quality is not high but sufficiently good for a commercial berry; firm enough for over-night shipment and for local markets; moderately productive. Possibly lack of great productiveness compared with Premier and Catskill may explain its somewhat limited planting. Culver is a real good berry and deserves to be tried more generally. Price list page 31.

TEMPLE

Temple berries are large, very attractive and of excellent quality. They tend to get dark on holding but usually bring top prices on the market. Temple is not liked as a freezing berry but commercially has within a few years earned a place as the leading commercial berry on the Eastern Shore of Maryland and Delaware. Temple is a good grower and the berries have good size, good looks, good quality and good sales appeal. Price list page 31.

Hancock Co., Maine, Dec. 9, 1951. "Did nicely this year with Temple purchased from you." **James H. Robbins**

Morris Co., New Jersey, Feb. 21, 1952. "Reordering Temple. Wonderful looking patch from the ones I got last year."
Francis Wm. Haggmann

Medina Co., Ohio, October 22, 1951. "Picked over 340 qts. from 400 of your Temple set last spring. They were the largest and firmest berries we ever had."
Herbert W. Stone

SPARKLE

Sparkle berries are medium to large in size, over-thick plant beds or very dry weather cause them to run rather small. Sparkle is excellent for freezing on account of its high quality and cherry red color clear through. Sparkle is losing favor as a freezer in some sections probably due to the fact that the caps are difficult to remove without cutting deeply into the berry. Also it must be admitted Sparkle does not have as much vigor as when first introduced. Probably the virus has weakened original stocks. Completely virus free stocks will most likely be available in 1954. In many northern sections the strong growth and tremendous productiveness of Sparkle have boosted it to a high place as a commercial berry. Price list page 31.

FAIRLAND

Fairland berries are lighter in color than either Sparkle or Temple. They are very attractive when grown under good conditions but are much too soft as far south as Maryland. West Virginia, Ohio and other northern states officially recommend Fairland as a promising commercial berry. Like Premier, Fairland is better when grown in the north. Berries are fair to good in quality and are very attractive in the package due to the bright color. Northern growers, especially those who have trouble with red stele, will find Fairland well worth trying. Price list page 31.

Big JOE

One of the oldest varieties we have and still one of the best. The virus disease which seems to be weakening many of our better varieties has apparently not affected Big Joe at all. It is still easy to get a vigorous, strong, robust fruiting row of Big Joe plants. The plants are moderately productive of berries that average quite large in size. Berries are bright red with an attractive green cap which makes them very showy. Berries are fairly firm, as good shippers as Catskill, better than Premier.

Big Joe is not as hardy as Premier and Catskill. Frosty sites should be avoided, especially if planted in northern states. Locally Big Joe is badly mixed with Lupton in growers fields, Big Joe often being called Improved Lupton. Lupton has been sold as Townking. Since Lupton and Big Joe stocks have become badly mixed we find that Big Joe is now also being sold as Townking. Under either name it is a very fine old strawberry. Big Joe berries are far better in quality than Lupton and deserve to be kept straight. We have them straight and the plants are beautiful again this year. Price list page 31.

REDCROP

A new variety, released by the New Jersey Station in 1950. Plant growth quite vigorous, making new runner plants freely. Plants here were moderately productive, although in New Jersey yields of from eight to ten thousand quarts per acre have been reported. Berries medium in size, rather dark; quality good, but not high, about like Premier. We fruited Redcrop in 1952. We were impressed with its size and productiveness but it was not firm enough to be at its best. In New Jersey and other states equally far north we believe Redcrop well worth trying. Price list page 31.

ROBINSON

(Kardinal King)

The Little Plant with the Big Berry

Very large average size and bright attractive color have zoomed Robinson into a prominent place among commercial strawberry growers in the northern states. While good reports have come from New England and New York the most enthusiasm for Robinson has come from West Virginia, Ohio, Illinois, Indiana, Michigan and neighboring states. Mr. A. C. LeDuc, a prominent and respected berry grower of McLean County, Illinois, writes that if he had to confine himself to one variety it would be Robinson. "While they are not perfect," he says, "with me they have more good points than any variety I have ever had in my fifty years of strawberry growing."

Robinson makes plants very freely, as many as Blakemore, but the plants are usually quite small unless they are kept well spaced in the row. Growers are likely to be disappointed with Robinson plants at first because they are so small but they are little giants for growth and always make plenty of plants for a good fruiting row, often too many, and the berries really are large.

Robinson plants are moderately productive, midseason to late in ripening. The larger berries are usually somewhat ridged (see picture) but they have a light attractive color which make them sell well when picked very closely and marketed promptly. Robinson berries are not very firm and should not be grown commercially as far south as Maryland, although some growers in Maryland grew Robinson profitably for two or three successive years with dry fruiting seasons. 1952 with lots of rain during picking time proved their undoing. The Robinson berries, big, plentiful and pretty, were a mess of mush before they could be marketed.

There is a wide difference of opinion on Robinson quality, reports varying all the way from very poor to excellent. In the region where it is adapted Robinson will be a money maker if enough help is available to keep them picked closely and marketed promptly. Price list page 31.

Johnson Co., Indiana, Jan. 18, 1952. "My main crop berry is Robinson which I think is the largest and sweetest berry I have, although it doesn't stand up after being picked."

Charles Shannon.

Kane Co., Ills., Oct. 23, 1951. "Robinson berry does extra good here."

Elmer Sadler.

MASSEY

When well grown Massey is one of the prettiest, firmest, largest and best quality berries we have ever seen. The particular regional adaptation of Massey seems to be the coastal plains of North Carolina where it is usually very productive and in that area has exceeded Blakemore in total acreage. Where well grown Massey almost always brings top market prices. For the last year or two yields of Massey have not been as heavy as formerly. Probably the virus disease has weakened the growth and yield somewhat and in 1952 the dry weather was another factor in keeping total yields down. Our Massey plants this year are very fine and have made an excellent growth. It is quite certain that by another year stocks of completely virus free Massey will be available. A new variety, Albritton, seems to be closing in on Massey in the area around Wallace, N. C., chiefly because it is a stronger grower and much more productive. Price list of Massey plants, page 31.

LUPTON

An old favorite shipping berry grown mostly in Maryland, Delaware, New Jersey, Eastern Pennsylvania and Long Island. Moderately strong grower, quite productive. Berries large, bright color; very attractive, very firm. Good shipper. Quality very poor, not good enough for gardens, but a moneymaker for many growers who ship their berries.

If you really want Lupton be careful of your source of plants. For years more than half of the fields of "Lupton" on the Eastern Shore of Maryland and Delaware have either been Big Joe or Lupton mixed with Big Joe. We have only a small stock of Lupton plants, but they are really Lupton. Price list page 31.

VERMILION

A new variety recently introduced by the University of Illinois where as a seedling it did well in commercial trials in Edgar County of that state. In addition to being a good commercial sort Vermilion showed a high degree of resistance to red stele. Following are the notes taken in examination of our own small fruiting plot: Vermilion—Plant growth healthy, moderate vigor. Very productive—berries about medium size with very few extra large ones even where plants are quite thin. Berries mostly irregular in shape, ripen close to the ground with some tendency to green sides. Quality good with well developed berries. About as firm as Premier, color same as Temple getting fairly dark full ripe. Midseason to late.

Offered for trial in small quantities. Price list page 31.

ARMORE

A cross of Aroma and Blakemore. Early trials show Armore very promising in the Ozark region and other areas where Aroma was formerly the leading berry. We have a good stock of very nice plants of Armore but we have not seen it in fruit here. We give you our notes on Armore taken at Beltsville, Md. in 1952, at the height of the season, June 12th: Armore—late, vigorous, very productive—more than Aroma—about as productive as Blakemore at its best. Not many jumbos but large average size, larger than Blakemore, fully as large as Aroma and so many more. Long stems, more like Tennessee Beauty than Premier. Fairly light color, even very ripe berries do not get very dark, definitely brighter than similar Tennessee Beauty. Shape, somewhat like Aroma but not as pointed and longer. Ripens evenly. Not as much neck as Blakemore or Tennessee Beauty but easy to cap without digging into the flesh. Quality good—much better than Blakemore and some better than Aroma. Attractive medium size cap tending to dry up on full ripe berries. Quite firm for shipping. Should be good processor. Price list page 31.

FAIRPEAKE

Fairpeake late and Fairfax early are the quality twins. No other strawberries are so delicious to eat. For home garden and local market the quality of Fairpeake will make it a winner and in many sections Fairpeake is very well received commercially.

Fairpeake makes a strong, vigorous plant with runner production rather shy, especially under unfavorable conditions. Plants are fairly productive and carry many of the good points of their famous parents, Fairfax and Chesapeake. The beauty (see picture) and high quality of the berries usually enable the grower to get better prices for Fairpeake than for ordinary kinds. Like Redstar, Fairpeake blooms so late that it usually escapes late frosts. It is grown successfully in most of the Premier territory.

Clinton Co., Ohio, March 4, 1952. "Everyone here thought Fairpeake the best berries they ever ate."

Mrs. George Arbogast

Ripening season late. Price list page 31.

FAIRPEAKE berries—only FAIRFAX are as good

REDSTAR

The Best Very Late and the Latest Very Good Strawberry

The Story of Redstar

Potter Co., Pa., May 6, 1952. "For this section we find that Redstar is our best berry. Have tried all kinds and the frosts get most of them except Redstar. Some years it is the biggest crop. Makes a good fruiting row by planting two feet apart in the row and the rows four feet apart. Last year we picked 750 quarts from a set of 450 plants and had berries that were the pride of Potter County. One berry measured 8½ inches around and one parent plant had a set of 88 blossoms. Another thing we like about Redstar, no berries lay on the ground. All are held well off the ground on strong fruit stems. For us that gives us all nice clean berries. People drove from Olean, N. Y. last summer, a distance of 29 miles, for our Redstar berries, passing a dozen places on the way where berries are sold at roadside stands, telling us there was nothing to compare with our berries in size or flavor."

Charles E. Brown

The outstanding value of Redstar lies in its extreme lateness of season. Redstar blooms so late there is never any frost injury. It bears so late the market is almost bare of other berries so that prices are always good. By running a week or more after the regular season the help you have can handle a larger total volume of berries.

Redstar has two weaknesses. Although the individual plants are very large and robust Redstar often fails to make sufficient plants for a good fruiting row, so on the average, plant them closer than Mr. Brown's letter suggests. The second weakness of Redstar is the tendency to fasciation. Careful rogueing has decreased this factor in recent years.

Where a good bed is made, Redstar plants are extremely productive, the berries average large in size, firm enough for shipping, excellent in quality and very attractive in appearance with a light red color which darkens very little on holding.

Because of its extreme lateness Redstar should be grown where ample moisture is available at fruiting time, either from naturally moist soil or from irrigation.

The last berries are always the best ones. In home garden or commercial planting use Redstar and have a whole crop of the last berries. Price list page 31.

ERIE

Erie like Empire is a recent introduction of the New York State Experiment Station. Its parentage is Sparkle and Premier, certainly an excellent start for any new kind. Erie makes strong, vigorous plants and plenty of them for a heavy fruiting row. Berries are large, maintaining their size well throughout the season. Fruit color is medium red, bright and attractive, with a skin somewhat tougher than Premier. In quality Erie about equals Premier but ripens about eight days later, or about with Sparkle.

Dr. George L. Slate, the originator, says Erie is suggested for trial for market purposes because of its heavy crop, attractive appearance and large size of the berries which is well maintained throughout the season. Ripening season medium to late. Price list page 31.

More Berries . . . More Profit . . . More Pleasure
from EVERBEARERS with
The New Sawdust Mulch Spaced Plant System

Quick cash profits coming only a few weeks after plants are set! Lots of delicious berries from your own garden from summer to snowfall! These are confidently expected with the new methods and today's fine varieties.

It has been observed for a long time that everbearing plants which failed to make runners had more summer and fall berries and the hill system for everbearers has been and still is definitely advocated. A variation from this is the spaced plant sawdust mulch system which will greatly increase your satisfaction with everbearers due to the larger yields of bright clean out of season berries.

The spaced plant sawdust mulch system was first developed in Ohio. We quote below from a report published by the Ohio Station.

This account is condensed from a report in Ohio Farm Journal, Jan. and Feb. 1950 by Dr. Wesley P. Judkins, then with the Ohio Station, now Head of the Department of Horticulture at Blacksburg, Virginia.

> *"During the last few years some Ohio growers have been making fine profits from everbearing strawberries. Greatest profits have been secured from the Gem variety. During the past year eight everbearing varieties have been tested at the Station. Two of these were superior to Gem and should be considered in future plantings."*

Gem plants which were set out at the Ohio Station in April, 1949, produced 4100 quarts per acre, Superfection 5630 quarts and Brilliant 7000 quarts.

> *"The latest developments in everbearing strawberry production demonstrates that the largest yields, greatest ease and economy of operation and highest profits are to be secured by following a 4-row bed type planting system."* (See diagram page 27.)

The plants are set one foot apart in rows which are one foot apart. A two foot alley or middle is left between each 4-row bed. The 4-row system produces high yields in August, which are maintained during the remainder of the season.

> *"The 4-row system can be expected to produce 7000 qts. per acre of Superfection the first year."*

Under Ohio conditions everbearing strawberries should be planted just as early in the spring as the land can be prepared—late March or early April. The first crop of weeds will usually appear within two or three weeks after planting. These should be controlled by hoeing. After this first hoeing the entire area should be covered with a layer of sawdust one inch thick. This mulch is very important for conserving soil moisture and suppressing weed growth. Later weeds, if any, must be removed by pulling because hoeing would mix the sawdust with the soil and eliminate its mulch effect.

All the blossoms which develop on the new set plants should be removed until early July or a week or two later if plant growth has not been quite vigorous. After fruit production starts berries may be harvested about twice each week until frost stops growth in October. The sawdust mulch helps to conserve soil moisture during the late summer. If an extended drought occurs the crop can be greatly increased in size and quality by the use of irrigation. All runners should be removed from the plants as fast as they develop. This is essential if highest yields are to be secured.

> *"The sawdust mulch appears to give adequate protection over the winter period. A thin renewal layer may be needed in the fall if the spring application was too light. A full inch of mulch should be maintained."*

The spaced-plant sawdust mulch system comes high per acre, with more plants and much hand labor required, "but numerous Ohio growers have demonstrated in small and medium sized plantings that a carefully managed patch will give high profits."

> *"You sure did strawberry growers a good deed when you gave us the Ohio sawdust mulch plan for growing everbearers in the hill. There is no everbearing variety that will grow strawberries and make runners all at the same time" writes a prominent Indiana grower.*

The Iowa Station has had yields fully equal to anything reported from Ohio and the Kentucky Station with irrigation obtained yields of 13,000 quarts per acre from both Gem and Superfection.

SUPERFECTION

Most Productive of All Everbearers

After several years trial we regard Superfection as the best of all the everbearing strawberries because it is easiest to grow, most productive, most attractive in appearance, and surpassed in quality only by Red Rich.

For years we have been very lukewarm in our feelings about everbearers because we have felt that the results did not justify the effort except for those who are willing to take most of their reward in the novelty and satisfaction of having some berries out of season. With the development of what some call the Ohio sawdust mulch plan, everbearing strawberries are really worthwhile whether for a home garden or as a money crop in many sections. With this system, Superfection, as well as some of the others, will produce enough berries to make worthwhile yields. Read what Mr. A. C. LeDuc of McLean County, Illinois, says about everbearers: "I am sold on Superfection and Brilliant which I think are the same. Last spring I set out quite a patch of Superfection in the hill system but as there was no sawdust to be had here I used oat hulls and straw for mulch. That patch of Superfection beat anything I have ever seen. I counted 30 berries on one average plant—three big fruit stems to the plant. When the berries were ripe and gone other just as big stems were there to take their place and so on till snow covered them up. I can't imagine how any variety can do better".

If we were limited to just one everbearing variety in the home garden or commercial planting, Superfection would be our choice. Price list page 31.

MASTODON

Best Spring Cropper of All the Everbearers

For the regular spring crop Mastodon is a good midseason berry, similar to Big Joe in both plant growth and fruit. It can be grown with some success in red stele soils, having more resistance to that disease than any of the other everbearers. Lack of consistent productiveness in late summer and fall has been and still is the weakness of all the everbearers. We believe one of the reasons why Mastodon has continued so long as one of the most popular and widely planted varieties is because a good crop of berries in the spring is sure even though the summer and fall crop prove disappointing.

Mastodon makes a strong vigorous growth with larger plants generally than any of the everbearers except the new Red Rich. It is very rugged and can take lots of punishment and still survive, but any plants should be given extra good care if a good crop of berries is expected just a few weeks after the plants are set. In favorable seasons Mastodon is quite productive for the fall crop. The berries are fairly good in quality, rather attractive in appearance and firm enough to be shipped moderate distances. Mastodon is not as attractive as Gem, about equal in quality and not usually as productive in late summer and fall. They have a tendency to ripen unevenly with the underside green after the top has become fully red. Mastodon is not adapted as far south as Gem and Superfection but for years was the most popular and widely planted everbearer over the middle and northern states. Price list page 31.

GEM

Excellent Fall Berry

For many years Gem was our favorite everbearing berry because it grew so well and produced berries in the fall so freely. The berries are light and attractive in color, almost as light as Blakemore, and they retain their light color on holding. The quality is somwehat tart for eating fresh off the vines but with sugar added the full flavor is brought out and they make excellent eating. Gem does not bear a good crop in the spring. Its value is as a fall everbearer and it is one of the best. In fact we believe that if healthy strains of Gem, Superfection and Brilliant are obtained there are no experts in the country able to tell them apart. If these three varieties are not identical then the methods we have used in identifying varities for over fifty years fail us.

Mr. Lawrence Toms of Nevada, Iowa wrote us "The 25 Superfection from you and 25 Brilliant from Michigan in the spring of 1951 look, taste and grow alike." Two row plantings in the U. S. D. A. plots at Beltsville, Md. showed no differences in plant growth or fruit characteristics between Gem, Superfection and Brilliant. 1951 tests of Superfection and Gem under irrigation at the Lexington, Ky. Station showed equal yields of the two varieties. Test plants sent to us from the Iowa Experiment Station showed Superfection and Brilliant identical in both plant and fruit characteristics. The lower vigor and yields sometimes received from Gem we believe are due to the fact that Gem is an older variety. Some stocks of Gem may have been exposed to and weakened by the virus disease which experts tell us is fairly general in all sections and with all varieties. Our own stock of Gem is from an isolated source which evidently has no virus or has it less severely than most other stocks. Certainly since we have had this strain of stock plants we have observed no differences between Gem, Superfection and Brilliant either in plant growth, productiveness or in fruit characteristics. You will not go wrong with Gem if you get good Gem plants. We have them. Price list page 31.

Du Page Co., Ill., Sept. 4, 1952. "The Mastodon and Gem everbearing strawberries you sent me three years ago turned out to be not only beautiful plants but also the production was wonderful." **Geo. Knisely**

Fayette Co., Pa., Jan. 1, 1952. "The 1,000 Mastodon berry plants purchased from you produced the finest berries I have ever seen." **John B. Riese**

Butler Co., Pa., March 22, 1952. "Our Superfection strawberry plants we bought from you last year were fine. We enjoyed strawberries all summer until frost came in late October." **R. D. Mackey**

Susquehanna Co., Pa., April 1, 1952. "We tried your Superfection plants last year and were very much pleased with them. They were the best everbearing we raised, nice size and delicious flavor." **S. E. Slocum**

RED RICH

red rich
EVERBEARING
TRADE MARK

Finest Quality Everbearer

Red Rich produces the largest, strongest, most rugged plant of all the everbearers. The foliage is most beautiful, The large healthy dark green leaves make them fully worthy of being used for decorative purposes. Red Rich does not make as many plants as Mastodon, far less than Gem and Superfection even under the best of conditions. As a spring cropper we have not found Red Rich of much value after two years' trial. The berries are still good, in fact supreme in quality, but the plants are not highly productive and the berries, while they resemble Fairfax, in general are duller, rougher and not at all attractive.

Some reports rate Red Rich as outstanding among all the everbearers in all-round value. Our experience puts it well ahead of all the others in delicious dessert quality but we have not found it to be as productive as Superfection and good strains of Gem. Red Rich is much better in the hill system than in matted rows particularly for the fall crop. Set at least a few Red Rich plants to find out how delicious an everbearing strawberry can be. Our stock comes direct from the introducer. Price list page 31.

Johnson Co., Ind., Jan. 18, 1952. "Superfection is the best bearer of all and I like it better than Red Rich for flavor, but my wife likes Red Rich best. It produces about half as many berries as Superfection." **Charles Shannon**

COMMONSENSE METHODS FOR GROWING GOOD STRAWBERRY CROPS

Strawberries are grown successfully in every State in the Country. They are relatively easy to grow. Beginners can produce fine crops by following common sense methods.

WHEN DO THEY BEAR? Standard varieties set in March, April or early May 1953 will bear their best crop in May or June 1954. Everbearing varieties set in early spring produce berries in late summer and fall of the same year. Fall setting is not a good practice in most cases.

FALL PLANTING

Setting plants in late August, September or early October with the idea of getting a partial crop the following May or June is not a good practice. Results in most cases do not justify the extra effort.

Setting the plants in late October or November to get the job done when not so rushed by work as in spring or to avoid the hazards of delayed planting in spring, due to bad weather, frequently is justified. These advantages should be weighed against the time and trouble of mulching through two winters instead of one, and more work in controlling weeds and grass. Usually a part of the fall set plants fail to survive the winter, but those that do survive start earlier and grow better than spring set plants.

With good early dug dormant plants available for spring planting we think fall setting is very rarely justified except in Florida or other sections far South.

WHAT KIND OF SOIL AND LOCATION ARE BEST?

Any soil that makes good yields of garden or field crops will produce strawberries in abundance, whether that soil is a light sandy loam or a heavy clay. Here are some pointers. 1—In rolling country a sloping field gives better air drainage and less injurious frosts. 2—Run the berry rows across a steeply sloping field rather than up and down to help prevent erosion. 3—Follow a hoed crop to make less weeds and grass to contend with in the strawberries. 4—Avoid sod land that may harbor grub worms which cut or injure your plants. 5—Change the place of the strawberry bed every few years. It will help keep up the vigor and growth and reduce the danger of a build up of disease and insect trouble. 6—A rank growth of weeds and grass on a vacant lot, garden plot or unused field indicates soil fertile enough to grow good crops of strawberries. 7—Most important of all, select land that holds moisture well because (a) it is naturally springy, (b) it has a high water table, (c) irrigation is available or (d) because lots of organic matter in the form of animal manures or green crops has been incorporated in the soil.

HOW SHOULD I PREPARE THE LAND? In late winter or very early spring the land should be plowed or (in small plots) spaded to a depth of 6 or 8 inches. Then with harrow or rake it should be leveled off to form a smooth friable planting bed.

Here are some things which are not necessary—but which are very helpful in getting bigger, better crops of berries:

1. Plowing under in late summer a heavy growth of green crops such as peas, beans, clover, sowed corn, weeds, grass, etc. All these rot quickly and are much more valuable if plowed under while still green.

2. Early fall sowing of rye or wheat to give a heavy sod to be plowed under in late winter or very early spring. This will be easier to handle if disced up thoroughly before plowing.

3. Applications of horse, cow, hog or sheep manure at the rate of 5 to 20 tons per acre. This is the best of all preparation for a fine crop of berries. Results are almost equally good if one of these applications has been made for the previous crop. Poultry manure is better when applied to the previous crop but is helpful to current crop if full of litter and only three to four tons per acre are used. Excessive applications of poultry manure may cause some burning especially in dry seasons.

For small areas a good guide in the application of horse, cow, sheep or hog manure is to figure 1 to 2 bushels for every 100 square feet. Manure from poultry and broiler houses is not recommended because it either contains chick weed seed from feed or bedding or stimulates excessively the growth of chick weed, which becomes very serious in many strawberry growing areas.

WHEN SHOULD PLANTS BE SET?

EARLY!

The most important single thing in growing strawberries successfully is to set the plants EARLY. With no other crop that you grow is early spring setting so ALL IMPORTANT.

In the Southern States this means February, March and early April. In the Middle States, March and April. In the Northern States, April and May in late seasons and in states far North. In all states it means just as early as the weather permits you to get the ground ready and the plants set.

A good stand and growth are easy if plants are set early so they can become established while the soil is still cool and moist. With late setting good results are very unlikely unless soil and moisture conditions are entirely favorable.

SHOULD CHEMICAL FERTILIZERS BE USED? On very fertile garden soils none is needed. On most good soils fertilizers will not prove beneficial if plenty of stable manure of any kind has been applied. On some soils chemical fertilizers will be very helpful. 600 pounds per acre of any fertilizer containing 3 to 6% of organic nitrogen and 5 to 10% of phosphorus may be used. This may be stirred into the soil down the row before the plants are set or applied as a side dressing in one or more applications after growth starts. Inorganic nitrogen like nitrate of soda or sulphate or ammonia should be used in these applications only with great care, as they will injure either roots or leaves if they come in direct contact. Organic nitrogen materials like tankage, fish, dissolved bone, cotton seed meal, dried blood, etc., are safe to use. Any form of phosphorous is O. K.

Whatever the soil preparation and ealier treatment it is well to examine the plant beds in late August or early September. If the growth is satisfactory and the leaves have a rich dark green appearance, no further fertilizer treatment is necessary. If growth is not satisfactory at that time apply as a top dressing directly on the plant beds about 600 pounds per acre of 6-8-2 or any fertilizer mixture your dealer has containing 4 to 6% of nitrogen, 6 to 10% of phosphorus and 2 to 5% of potash. Apply only when foliage is thoroughly dry and brush loose material off the leaves at once. This is important to prevent injury.

An application of 600 pounds per acre means about 1 pound for each 20 feet of row.

WHAT ABOUT LIME? If other crops, weeds or grass have made a good growth on the land you have selected for strawberries it does not need lime. However, if you want to have your soil tested for acidity a pH range of 5.7 to 6 is best, 5 to 7 is satisfactory.

WHAT CARE DO PLANTS NEED? They should be set promptly on arrival if possible. Dip the roots in water and keep them protected when taken to the garden or field for setting. A hot day is bad for setting strawberry plants. A hot windy day is terrible. A cool cloudy day is fine. Sometimes plants must be kept a while because the ground is not ready or for some other reason. Small lots of plants can be kept in excellent condition for many days in the family refrigerator if there is room. Burying the crate or package for a while in a snowbank is O. K.

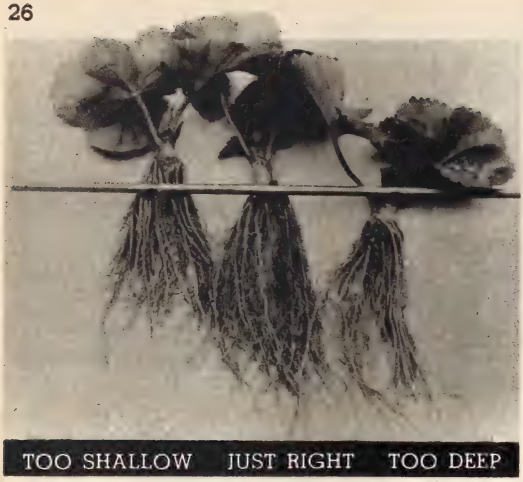
The very best way to hold plants is in cold storage at 32 Degrees F. If such storage is not available, open the bundles and spread the plants in thin layers along a V-shaped trench about four or five inches deep. Cover the roots with two or three inches of soil, leaving the buds exposed. Wet the soil and plants thoroughly. A light covering may be necessary.

Incidentally, there is one way to play safe. If you have cold storage available order your plants shipped in March while they are still thoroughly dormant. Even moderate delays in transit won't hurt them at that time and they will keep perfectly in cold storage at 32 Degrees F. until planting conditions are just right. If plants are dug after they have made lots of foliage and possibly blossoms, they should not be held more than a few days even in storage.

U. S. Government and New York State experiments have shown that anyone who

PLANTS FOR VARIOUS PLANTING DISTANCE

Rows	In the row	Total per acre
3 ft. apart	18 inches	9,680 plants
3 ft. "	24 "	7,260 "
3.. ft. "	18 "	8,297 "
3.. ft. "	24 "	6,223 "
4 ft. "	18 "	7,260 "
4 ft. "	24 "	5,445 "
3 ft. 8 in."	18 "	7,128 "



TOO SHALLOW JUST RIGHT TOO DEEP

cannot normally set plants by April 15th could confidently expect much better results with stored dormant plants than with freshly dug ones.

WHAT IS THE BEST METHOD OF SETTING PLANTS? Any method is good which leaves the roots reasonably straight down in the soil, spread some if possible with the soil pressed firmly against the roots and the bud just at the surface of the packed down soil. A good garden trowel is the best tool for the work in small plots. Others are a spade, dibble, paddle or in larger fields a horse or tractor-drawn transplanter. With plants that have very long roots clipping them off to about 4 to 5 inches in length will make it easier to get a good job of setting. It will not hurt the plants. No matter how long or how short the leaf stems, fruit stems or roots may be at time of setting, the bud must be just at the surface. (See picture.)

HOW FAR APART SHOULD PLANTS BE SET? In general we recommend setting plants 18 to 20 inches apart in rows 3½ to 4 feet apart. This requires about 7,000 plants per acre. (See table.) Somewhat closer planting is satisfactory in small gardens where space is limited, for the hill system as with everbearers, or for late setting where a good stand is uncertain. Closer setting is suggested also for varieties that make few plants.

For the small garden order 7 plants for each 10 feet of row you want to set or figure 1 plant for each 5 square feet. Thus for a plot 10 x 10 you would need about 20 plants.

High yields can be had from small plots by using the hill system where all runners are cut off. Use planting plan suggested for everbearers on page 27. A variation would be using rows 3½ feet apart, set plants 12 inches apart with two runner plants, one each way, from each mother plant set.

HOEING, CULTIVATING AND TRAINING. Frequent hoeing and cultivating make larger, stronger fruiting beds and a better crop of berries. The purpose is to keep down weeds and grass and to keep the top soil loose. Loose top soil helps conserve soil moisture and makes it easier for new runners to take root. Shallow cultivation is best, 1 to 1½ inches deep with the hoe or slightly deeper with horse cultivator.

There are three other important jobs to be done along with the hoeing work.

(1) **Uncover the buds. At the first or second hoeing any of the plant buds which have become covered with packed or caked dirt must be uncovered. Neglect in this is often the greatest single cause of a poor stand. The outside leaves may remain fresh and green for sometime but if the bud is smothered the whole plant will eventually die.**

(2) Cut off the blossoms at each hoeing. The vitality necessary to mature a cluster or two of berries is needed by the newly set plant to make a strong, vigorous plant growth.

(3) Most of the training of new runners is done at hoeing time. A well spaced matted row is the best system for getting the largest crops of the best befries. It will not pay to be too fussy about exact spacing distances but it should be kept in mind that 4 to 8 plants per square foot of fruiting bed is plenty. An excess is no better than weeds. Train the first strong new runners out like spokes from a reel and root them until a fruiting row 1½ to 2½ feet wide has been formed. When that has been done as many as possible of the later runners should be pulled or cut off.

WEED KILLERS. Crag Herbicide No. 1 is the most promising material to date for control of summer weeds and grass in strawberries. Apply just after cultivation. It prevents germination of weed seeds—does not kill established weeds. Apply rate of 2-3 lbs. per acre in 40 gallons of water. Cover soil surface. Each application will check weed growth for 3-5 weeks. No injury to plants unless very hot weather. Consult your County Agent or State Agricul-

ture Experiment Station for further details about Crag or sprays to control winter weed growth. We doubt if chemical weed control is practical on very small plots.

IS MULCHING NECESSARY? Mulching is necessary for winter protection in all the northern states and would be helpful in many fields as far south as Virginia and Kentucky. In addition to giving protection from cold, mulching helps to keep down weeds and grass, to conserve soil moisture and to keep the fruit bright and clean.

The mulch should be applied in the fall after frost and light freezes (25 to 28 degrees F.) have occurred but before hard freezing (20 degrees F. or lower). It should be removed (at least partly) soon after growth starts in the spring.

Wheat straw and marsh grass are considered the best materials. Rye straw, pine needles, coarse strawy manure and various kinds of hay are satisfactory. In some sections sawdust has been used with good results. Use whatever you have or can buy at a reasonable price.

WILL IRRIGATION PAY? If you have irrigation it will certainly pay to use it for strawberries, especially just before fruiting time. However, irrigation is not necessary. Most of the fine berry crops in this country are produced on good strawberry soil that holds moisture well because stable manure and green crops have been added or because of a high water table.

DO STRAWBERRIES NEED SPRAYING? When good varieties are selected and clean healthy plants are used, strawberries do not need spraying as a rule. Red stele has become serious in some areas. It is avoided by using clean plants on uninfected soil. It can be largely ignored on infected soil by using resistant varieties like Temple, Sparkle, Fairland, etc.

Spraying to prevent rot in wet seasons has not been effective. Hill system or well spaced rows are best preventitives of berry rot. The clipper, sometimes present near wooded areas, can be controlled by 40 lbs. per acre of proper dust mixture. Consult your County Agent.

RENEWING OLD BEDS. Most commercial growers pick one crop of strawberries and then destroy the planting. Generally this is justified. However, when plantings are on good soil, free from weeds with little insect or disease damage, a second crop may be had economically. To renew beds, don't plow away the old bed. Cultivate middles, remove weeds and grasses and possibly fertilize. Balance of effort should be by hand or some kind of drag to remove excess plants in thick places and to train new runners in any vacant places. For years we have found this method simplest, easiest and best. Mostly the second crop of berries is borne by the same plants that produced the first crop.

Growing Everbearers

For Berries This Year

Plants set in March and April, pick berries in August and September, only four to five months after setting. We hope and believe this will be possible and successful for more people as a result of the new spaced-plant sawdust-mulch system, described on page 21. Give plants with sawdust mulch plenty of high nitrogen fertilizer. We suggest one pound 5-10-5 for 25 sq. ft. Apply dry. Brush from plant leaves. In the development of this system planting plans have varied, but the one demonstrated by the Ohio Station as giving the largest yields, most economical operation and highest profits is the 4-row bed type planting illustrated below.

The Growing Plants

FAMILY GARDEN COLLECTIONS

Beautiful Berries and *So Good* in your own Garden! *You get the Best*—from these carefully selected varieties. *You save Money*—10% or more plus postage off list price on every collection. You pay no more than the price printed here. Transportation by mail postpaid is included in the price.

★ ★ *All-Star Collections* ★ ★

Well adapted for heavy production of luscious berries anywhere in the U. S. A. except extreme northern and extreme southern areas.

PREMIER—*frost proof; sure crop every year*

TEMPLE—*fine quality; very strong grower; red stele resistant*

CATSKILL—*big crops of big berries; good for freezing*

TENN. BEAUTY—*wonderful new late berry*

Collection A	**100** plants,	**25 each** of the **4 kinds** (postpaid)	**$ 3.70**
Collection B	**200** plants,	**50 each** of the **4 kinds** (postpaid)	**6.20**
Collection C	**400** plants,	**100 each** of the **4 kinds** (postpaid)	**9.90**
Collection D	**1000** plants,	**250 each** of the **4 kinds** (postpaid)	**19.80**

Northern States Garden Collections

Well adapted for heavy production of excellent berries in northern U. S. A. and Canada, south about to the Ohio River Valley and southern Pennsylvania.

PREMIER—*frost proof; sure crop every year*
FAIRFAX—*supreme in quality*
CATSKILL—*big crops of big berries; good for freezing*
ROBINSON—*beautiful bright color; large average size*

Collection E	**100** plants,	**25 each** of the **4 kinds** (postpaid)	**$ 3.75**
Collection F	**200** plants,	**50 each** of the **4 kinds** (postpaid)	**6.25**
Collection G	**400** plants,	**100 each** of the **4 kinds** (postpaid)	**10.00**
Collection H	**1000** plants,	**250 each** of the **4 kinds** (postpaid)	**20.00**

★ ★ ★

Everbearing Collections

for berries this year

New methods of culture *(see page 21)* **will help you produce more delicious out of season berries, more pleasure, more profit from them.**

MASTODON—*a good everbearer and a dependable spring cropper*
GEM—*beautiful, bright, tart berries, very productive*
SUPERFECTION—*much like Gem except possibly more vigor and greater productiveness*

Collection X	**75** plants,	**25 each** of the **3 kinds** (postpaid)	**$ 4.50**
Collection Y	**150** plants,	**50 each** of the **3 kinds** (postpaid)	**8.75**
Collection Z	**300** plants,	**100 each** of the **3 kinds** (postpaid)	**13.90**

POSTPAID { Order all collections by name, Collection A, Collection B, etc.
Collections postpaid anywhere in the U. S. A. at prices quoted.

EASY FOR BEGINNERS

You need not hesitate planting strawberries in your garden. Beginners can do it well and successfully. Order one of these collections or other varieties from our price list on page 31. You will be delighted with the fine large berries you can grow by following the simple directions given on pages 24 to 28.

Washington, D. C., March 11, 1952. "I have only a tiny city garden. Your berries gave us all we could eat for a month last summer plus some to give away and 10 pints of preserves. Wish I had a really big garden."
Regina Hughes.

Koscuisko Co., Ind., April 7, 1952. "The plants we received from you two years ago were a wonderful success last year. We sold a great quantity and people said they were larger and better than they got elsewhere. Sure tasted good out of our freezer this winter!"
Mrs. A. W. Dennis.

Oakland Co., Mich., Jan. 10, 1952. "Just a line in stating the strawberries that we purchased last year are making a most wonderful patch. Very proud of the plants."
Frances Tenny.

THE PENINSULA FARMS 400 ACRES

ESTABLISHED 1885.

W. F. ALLEN

Growers of Choicest Strawberry Plants, Small Fruits and Shrubs.

Salisbury, Md.

MR. .....

.....

Dear Sir:

I have your favor enclosing $.....for plants, but I am sorry to inform you that owing to the immense demand for plants this spring we are entirely sold out of the following varieties named in your order:

....

....

....

but we still have a nice stock of many of the best varieties as follows: Aroma, Brandywine, Chesapeake, Climax, Early Ozark, Excelsior, Ewells Early, First Quality, Gold Dollar, Hanback Beauty, Haverland, Klondyke, Progressive, Rewastico, Sample, Steven's Late Champion, Superb, Sweetheart and William Belt in strawberries; also a limited quantity of Bedar Wood, Buster, Cooper, Darlington, Deacon, Early Giant, Fairfield, Fendall Helen Davis, July, King Edward, Lea, Longfellow, Orem, St. Louis, Splendid, Three W-s, Winner and Wolverton strawberries. We still have a good stock of Mercereau, Snyder, and Watt blackberry plants with a few Iceberg and Joy; other varieties about gone. We still have a good stock of St. Regis, Cuthbert, Columbian and Plum Farmer raspberry plants and a few Royal Purple; other varieties about all sold. We still have most of the varieties of currants, gooseberries and grapes; if you will kindly revise your order according to the above list and let us have it by return mail we will do our best to get them off to you promptly. Please reply at once.

Yours very respectfully,

W. F. ALLEN.

P. S.—In view of the fact that we have sold out of a part of the varieties that you ordered, I will furnish not to exceed 2000 to any one party the Rewastico at $5.00 per thousand. We believe that the Rewastico is going to be a great market berry; I would not be surprised to see it as popular as the Chesapeake; it is a strong, healthy grower, very productive, of large, uniform highly colored fruit that always commands the highest price in market and brings an inquiry for more of the same kind, wherever it is sold.

W. F. A.

SALISBURY, MD.

Mr.

Dear Sir:

Your esteemed favor to hand containing $..... for plants which you asked to be shipped ..... We beg to say that we do not send out plants during the summer months, (see catalog, first inside cover page, ''Time of Shipment.'')

Potted plants are best for summer, or early fall planting, but we do not grow these. They are quite expensive, but if you must have plants now you can get good potted plants from Henry A. Dreer, 714 Chestnut St., Philadelphia, Pa. Now we would like to supply you with this order from our vigorous, healthy, true to name field grown plants, but they will not be ready until after November 1st this fall, or early next spring. Strawberries in your section should always be planted in early spring. There is no other time equal to early spring planting for strawberries, raspberries, blackberries, gooseberries, currants, grapes, etc. November is an excellent time to plant in your section if mulched well soon after planting. They can also be planted very successfully in spring, if done early; but just as soon as you can work the soil.

Kindly let us know if we shall retain your order to be filled this fall, or next spring, or do you prefer us to return your money? If so, we will return it at once on receipt of your reply. Whatever you decide about this order, we hope to have the pleasure of filling an order for you this fall, or next spring from our splendid field grown stock. We feel sure you will be pleased with it and become one of our long list of permanent customers.

Will send you our new catalog in January. Hoping to hear from you soon, we remain.

Yours to command,

WFA THE W. F. ALLEN CO.

SALISBURY, MD.

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Yours to command,

WFA THE W. F. ALLEN CO.

The Peninsular Farms
1000 Acres
Established 1885

The W. F. Allen Co.

Growers of Choicest Strawberry and other small Fruit Plants and Grape Vines

SALISBURY, MD.

Mr.

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Will send you our new catalog in January. Hoping to hear from you soon, we remain.

Yours to command,

WFA

THE W. F. ALLEN CO.

Be Sure To Set *Good* Plants *This* Spring

GOOD PLANTS. All your efforts to grow good berries in the garden or commercially depend on what you can get the **plants** to do. Your efforts deserve the best plants you can get—ALLEN'S PLANTS.

THIS SPRING. To save a whole year set plants early **this** spring, not later than May 15th. This will give you a good crop of berries in May and June, 1954. If you wait until late summer or fall you can not get a full crop before May-June, 1955. Act quickly now. Save a year.

INSTRUCTION TO PURCHASERS

Terms. Cash with order. Remit by money order, bank draft or cash in registered letter. No C. O. D. shipments without part payment.

Packing. No extra charge made for packing at prices quoted on page 31.

Time of Shipment. We ship plants from October 25th to June 15th. See paragraph on page 24, "When should plants be set?"

True to Name. We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants ordered.

Late Shipments. All plants ordered shipped after May 15th will be packed and shipped in best possible condition but at purchasers' risk.

Our Guarantee. We guarantee all plants ordered shipped before May 15th to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

WHEN TO ORDER — HOW TO SHIP

Order as soon as you have decided what varieties and how many you want. Plants will be reserved for you. Write plainly so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. Be sure to fill in your County on the order sheet.

Express—Cheaper on shipments of 3,000 plants or more and on 2,000 plants in the 5th postal zone or farther. Transportation charges can be collected at time of delivery. There is a minimum express charge of $1.50 on any size shipment.

Parcel Post—Generally cheapest and most satisfactory for all shipments up to 1,000 plants everywhere, and on larger shipments up to 2,000 plants in the 4th postal zone or nearer. Parcel post charges depend upon weight of shipment and postal zone. On parcel post shipments be sure to include postage figured from the tables and guide below. Send enough postage as any excess will be returned to you. C. O. D. shipments require from 40c to $1.00 additional postage for that service and often delay delivery. COLLECTIONS offered on pages 28 and 29 are prepaid and no postage need be sent for these.

WEIGHT OF PLANTS

25 plants	1 lb.
100 plants	4 lbs.
500 plants	20 lbs.
1000 plants	40 lbs.

RATE TABLE

Zone	*1st Pound*	*Each Additional Pound*
2nd	17 cents	2 cents
3rd	17 cents	3 cents
4th	19 cents	5 cents
5th	21 cents	7 cents
6th	23 cents	9 cents
7th	25 cents	11 cents
8th	27 cents	14 cents

ZONE GUIDE

To help determine postal zone, consult this guide. If you live near places mentioned or nearer to Eastern Maryland, you are in zone indicated. If convenient, ask your Postmaster.

Zone 2—includes Trenton, N. J., Harrisburg, Penna., Philadelphia, Penna., Hagerstown, Md., Charlottesville, Va., Norfolk, Va.

Zone 3—includes Hartford, Conn., New York, N. Y., Pittsburgh, Penna., Roanoke, Va., Wilmington, N. C.

Zone 4—includes Portland, Maine, Boston, Mass., Albany, N. Y., Buffalo, N. Y., Cleveland, Ohio, Cincinnati, Ohio, Detroit, Mich., Indianapolis, Ind., Louisville, Ky., Nashville, Tenn., Atlanta, Ga.

Zone 5—includes Chicago, Ill., St. Paul, Minn., St. Louis, Mo., Little Rock, Ark., New Orleans, La.

Zone 6—includes Houston, Texas, Oklahoma City, Okla., Kansas City, Mo.

Zone 7—includes El Paso, Texas., Denver, Colo.

Zone 8—includes Salt Lake City, Utah and Pacific Coast States.

PRICE LIST FOR SPRING—1953

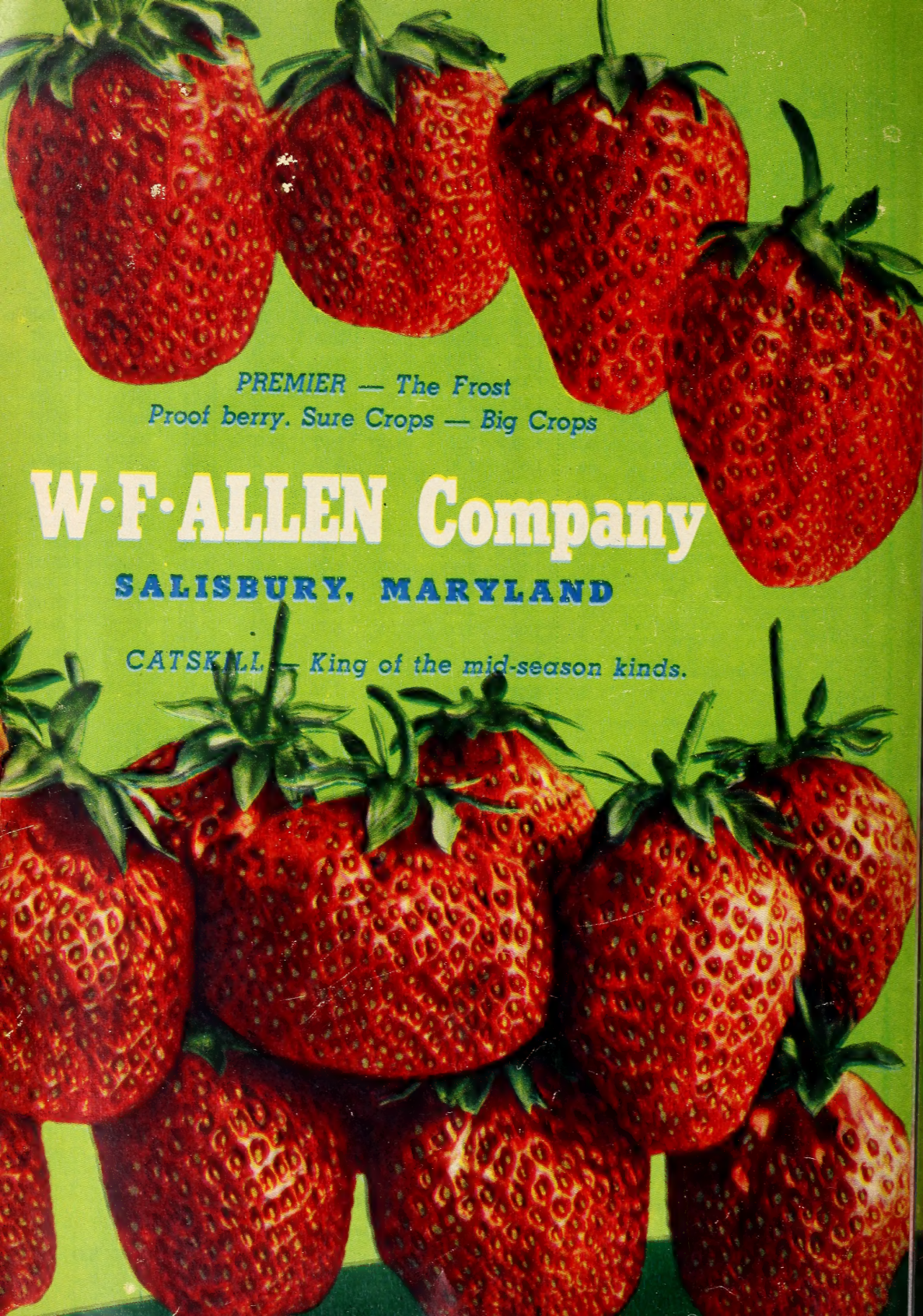
Early Varieties	25 plants	50 plants	100 plants	200 plants	300 plants	400 plants	500 plants	1000 plants	5000 plants
BLAKEMORE	$ .90	$1.50	$2.40	$4.20	$5.40	$6.50	$7.50	$12.00	$55.00
DORSETT	1.15	1.90	3.00	5.25	6.75	8.10	9.40	15.30	70.00
EMPIRE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
FAIRFAX	1.05	1.75	2.80	4.90	6.30	7.55	8.75	13.90	65.00
HOWARD 17	1.05	1.75	2.80	4.90	6.30	7.55	8.75	13.90	65.00
KLONDYKE	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
KLONMORE	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
MIDLAND	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
MISSIONARY	.75	1.25	2.00	3.25	4.40	5.25	6.10	10.00	45.00
PREMIER	1.05	1.75	2.80	4.90	6.30	7.55	8.75	13.90	65.00
SEN. DUNLAP	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
SUWANNEE	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
TENNESSEAN	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
TENNESSEE SHIPPER	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
Midseason Varieties									
BIG JOE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	14.90	70.00
CATSKILL	1.05	1.75	2.80	4.90	6.30	7.55	8.75	13.90	65.00
CULVER	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
FAIRLAND	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
REDCROP	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
TEMPLE	1.15	1.90	3.00	5.25	6.75	8.10	9.40	14.90	70.00
Late Varieties									
ARMORE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	.....
ERIE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
FAIRPEAKE	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
KARDINAL KING	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
LUPTON	1.05	1.75	2.80	4.90	6.30	7.55	8.75	14.00	65.00
MASSEY	.90	1.50	2.40	4.20	5.40	6.50	7.50	12.00	55.00
ROBINSON	1.05	1.75	2.80	4.90	6.30	7.55	8.75	13.90	65.00
SPARKLE	1.25	2.05	3.30	5.75	7.40	8.90	10.30	16.50	77.50
TENNESSEE BEAUTY	1.05	1.75	2.80	4.90	6.30	7.55	8.75	13.90	65.00
VERMILION	1.25	2.10	3.40	....	....	....	....	.....	.....
Very Late Varieties									
REDSTAR	1.25	2.10	3.40	5.95	7.65	9.20	10.60	17.00	80.00
Everbearing Varieties									
GEM	2.00	3.35	5.40	9.45	12.15	14.60	16.85	27.00	130.00
MASTODON	2.00	3.35	5.40	9.45	12.15	14.60	16.85	27.00	130.00
RED RICH	5.00	8.50	15.00	27.00	39.50	.....	.....	.....	.....
SUPERFECTION	2.00	3.35	5.40	9.45	12.15	14.60	16.85	27.00	130.00

W. F. ALLEN COMPANY
SALISBURY, MARYLAND

All plants f. o. b. Salisbury, Maryland, at prices quoted, express or parcel post charges extra.

On quantities of more than 5,000 plants of one variety, write for quantity rate.

Shipping Season: November 1st to June 1st. WE HAVE NO PLANTS OF ANY VARIETY TO SELL FOR SHIPMENT IN JUNE, JULY, AUGUST, SEPTEMBER AND OCTOBER.


PREMIER — The Frost
Proof berry. Sure Crops — Big Crops
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SALISBURY, MARYLAND
CATSKILL — King of the mid-season kinds.